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Broadcasting Feb 18

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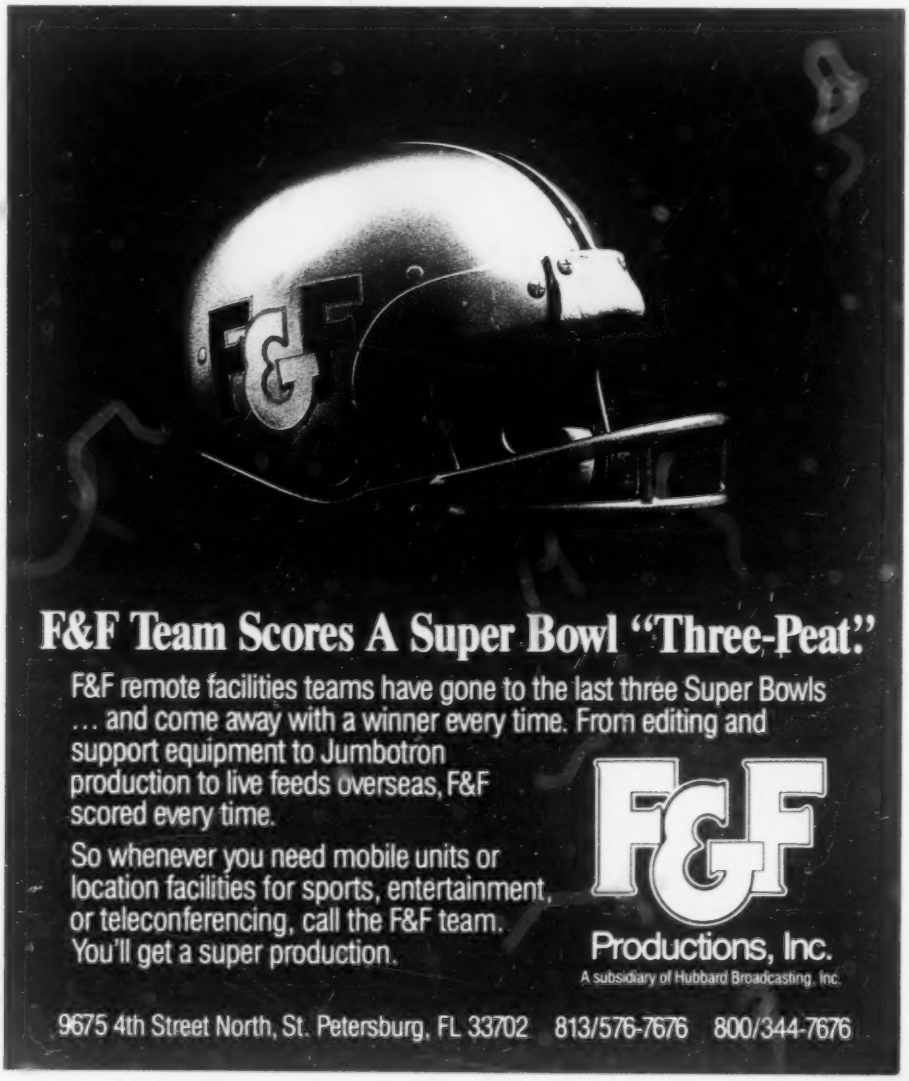
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Who's on first?

THIS WEEK

27 / MORE INPUT ON FIN-SYN

White House Chief of Staff John Sununu weighs in on the fin-syn battle, underscoring President Bush's interest in a deregulatory solution to the issue.

29 / SQUARE ONE

In February 1990, one of the largest satellite operators and three of the largest media companies in the world promised to launch a 108-channel satellite TV service to antennas so small that U.S. consumers could mount them on their window sills. A year later, in a different economy, Hughes Communications is pitching a 1994 Sky Cable launch to a new set of parties.

31 / CBS NEWS CHANGES

Amid intense industry speculation about the future of its struggling evening newscast, CBS News replaced *CBS Evening News* executive producer Tom Bettag with *CBS This Morning* executive producer Erik Sorenson. Some view the move as a first step toward a revamped evening newscast for CBS.

33 / FNN SOLD?

A joint venture of Dow Jones and Group W have agreed in principle to purchase the assets of the financially troubled Financial News Network. But NBC, which found itself outbid for FNN, may not be ready to walk away yet.

Gulf war, economy blamed for low Monte Carlo turnout (page 65)

35 / GOLDENSON PERSPECTIVE

Leonard Goldenson, who sat at the top of ABC for virtually all of its history, talks about what he is doing now, his views on the industry and about his new book, "Beating the Odds," which is reviewed on page 37.

38 / CHAO SETS SIGHTS

Fox Television Stations Productions, the in-house production division of Fox Television Stations Inc., is setting its sights on the launch of two new half-hour series under the guidance of FTSP's vice president, Stephen Chao. *Studs*, a new half-hour strip, and *Mother Love*, a late night talk show strip hosted by a former KFI(AM) Los Angeles radio personality, are both slated for March tests on Fox O&O KTTV(TV) Los Angeles. If successful, a wider test on the other six Fox O&O's, Twentieth (Fox) Television syndication or a series order from Fox Broadcasting Co. is possible.

39 / COLLECTING THE FRAGMENTS

According to a British Broadcasting Corporation panel session held in New York, attitude and innovation in programing are keys to attracting the young adult audience.

49 / DBS, PPV SUPPORTERS DOWNSIZE AMBITIONS

Competitive pressures and the hard realities of a worsening economy—at least for the first half of this decade—will slow the development of DBS and PPV, according to major cable and DBS executives at last week's Future of DBS and Pay Per View seminar in Beverly Hills.

43 / DAB CONCERNS

While the NAB radio board enthusiastically has endorsed the association's plan to back the Eureka 147 DAB system and to serve as U.S. licensing agent, other broadcasters have reservations about the action. Last week, at two separate meetings in Washington—the Radio Operators Caucus and a Group Fly-In—broadcasters applauded NAB's efforts, but voiced concerns over potential conflict of interest, AM-FM parity, the capabilities of the Eureka system to broadcast in the L band, and whether other systems might actually better serve the industry. While most radio operators support adoption of an industrywide DAB standard, many suggest that prudence is a necessary first step in that direction.

44 / PIRATE SHIFTS COURSE

Westwood One last week fired Station Group Executive Vice President Michael Kakoyiannis and KQLZ(FM) morning host/programer Scott Shannon. Westwood Chairman Norm Pattiz said the change would move control of the company's radio stations to Los Angeles, cut "extraordinary" operational costs incurred by "Pirate Radio," and better position the station against other Los Angeles AOR outlets by eliminating its CHR hybrid sound.

45 / GENDER GAP

Women account for about four times as many radio sales managers as TV sales managers, and almost half of all radio account executives are women,

according to a new study released by the Radio Advertising Bureau. Also revealed in the study: some 27% of all radio sales managers are women, versus 7% in television, while 48% of all radio salespeople are women, compared with 39% in TV.

50 / THE WARNER ROADSHOW

Warner Bros. executives are visiting top MSO's across the country, trying to convince them just how profitable pay per view can be.

51 / CABLEVISION PLAYS FOR TOPS

Cablevision Systems has signed up for Showtime's Total Optimization of Pay Services plan, which provides the premium network with a fixed base revenue and Cablevision with the flexibility to package Showtime as it likes. But other MSO's aren't yet ready to follow suit.

54 / SELLS FEW TO SAVE MANY

Emmis Broadcasting, one of the radio industry's fast climbers during the 1980's, has rejoined the rest of the industry in reevaluating its structure for the 1990's. Ongoing asset sales have helped reduce debt but a weak operating environment keeps focus on the company's future.

58 / FAMILY FEUD

The long-standing friction between the FCC and the FAA over control of spectrum management and use has heated up considerably since the FAA announced a rulemaking proceeding that would expand its ability to deny clearance to broadcasters and other spectrum users because of potentially hazardous electro-magnetic interference to avionics. Some in both agencies say there is more to the feud than policy differences. What is certain is that the FAA has for the past few years made it very difficult for broadcasters, especially FM's, to build new stations or improve existing facilities.

Looking ahead to NAB (page 62)

61 / MOVE TO BOYCOTT CNN

The Victory Committee, a coalition of "pro-American" organizations, including Accuracy in Media, has launched a major campaign to force CNN to move its reporter, Peter Arnett, out of Baghdad. The group has called for a boycott of the cable network until Arnett leaves.

62 / BOUND FOR LAS VEGAS

BROADCASTING begins its annual "On the Road to NAB" series, focusing on the new equipment introductions and technology issues expected to take center stage at the National Association of Broadcasters convention in Las Vegas, April 15-18. Over the next eight weeks some of the ground the "Road" will cover includes video graphics and effects, DAB and other radio issues, videotape recorders and formats and HDTV. This week: flyaway newsgathering systems and other satellite equipment and services.

64 / FIBER-SATELLITE BACKHAUL BOND

Beginning this spring, IDB Broadcast Group and its Hughes Television Network (HTN) division will transmit some baseball games and other events over the Vyvx National Video Network fiber optic system. HTN praised the video quality of Vyvx transmissions, but both HTN and Vyvx say fiber's lack of point-to-multipoint capability will initially limit its use.

65 / MONTE CARLO OUTLOOK

The Gulf war may have been only one reason for the lower-than-usual turnout at the annual Monte Carlo Television market last week, with diminishing buying power among some overseas broadcasters and harsh weather also raised as factors. Nevertheless, every major distributor was represented and some participants said business remained active.

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order to Touchstone Television for a half-hour comedy about a woman in her 30's who inherits a car-repair garage. Strawther-Murphy will serve as executive producers.

Touchstone has also been given a pilot order for a half-hour comedy from Carol Burnett's Kalola Productions. Burnett and Marsha Brandwynne are executive producers.

NBC has also given script commitments to Touchstone's *Dudes in Space* from David Babcock and *Them Torkelsons* from Lynn Montgomery. Both are half-hour comedies.

The network has given Cannell Productions a 13-episode order for *The 100 Lives of Black Jack Savage*. The one-hour comedy action series created by James Wong, Glen Morgan and Cannell, is about a 17th century pirate ghost who teams up with a current day pirate businessman to right their past wrongs.

Relatively Crazy, a half-hour comedy from Lorimar and Jeff Franklin, has been given a pilot order from the network.

Reasonable Doubt, set to star Marlee Matlin and Mark Harmon, is a one-hour Lorimar project that has been given a pilot commitment.

Orion has been given a script order for *Excalibur*, an updated version of "King Arthur."

Fox

Fox has given a pilot commitment for an untitled project from Paul Haggis, to be produced by MTM Entertainment.

Castle Rock Entertainment is producing a pilot being developed by the theater group Artificial Intelligence.

Renny Harlin is developing a half-hour project to star Colin Quinn of MTV's *Remote Control*. Quinn will play a raucous private detective.

Until Proven Guilty is an hour drama from Lorimar about a court reporter who solves cases by examining court testimony. **-sc**

RATINGS ROUNDUP

Week 21

NTI Network Prime Time Report for week of Feb. 4 - Feb. 10

1st column tells rank, 2nd column tells position compared to last week: ▼-Down in rank from last week, ▲-Up in rank from last week, ■-Premiere broadcast. 3rd column tells rating, 4th column tells network, 5th column tells show.

1	▲	21.5/33	N	Cheers
2	▲	21.1/35	C	60 Minutes
3	▲	19.2/29	A	Amer. Funniest Videos
4	▲	18.8/28	A	Amer. Funniest People
4		18.8/29	A	Roseanne
6	▲	18.6/28	C	Murphy Brown
7	▲	18.5/28	C	Designing Women
8		18.3/31	A	Barbara Walters Spec.
8	▲	18.3/31	A	Family Matters
10	▼	18.0/30	N	Golden Girls
11	▼	17.5/30	A	Full House
12	▼	17.4/27	N	A Different World
12	▼	17.4/29	N	Empty Nest
14	▼	17.2/26	C	Murder, She Wrote
14	▲	17.2/27	N	Unsolved Mysteries
16	▼	16.8/26	N	The Cosby Show
17	▼	16.4/25	C	Movie: Lucy & Desi
17		16.4/26	A	Coach
19	▲	15.8/24	N	Matlock
20	▲	15.7/26	N	L.A. Law
21	▲	15.5/23	C	Major Dad
21	▲	15.5/26	A	Perfect Strangers
21	▼	15.5/24	N	Wings
24		15.2/23	N	Heat Of The Night
24	▼	15.2/23	F	The Simpsons
26	▲	15.1/24	N	Movie: M. Hanson Story
27	▼	15.0/23	C	Rescue: 911
28	▲	14.8/23	A	Movie: Big
29	■	14.6/23	A	Anything But Love
29	▲	14.6/22	A	Doogie Howser, M.D.
29		14.6/23	N	Movie: The Chase
32	▼	14.5/27	A	20/20
33	▼	14.3/22	A	Who's The Boss?
34	▼	14.2/22	A	Growing Pains
35	▼	14.1/22	A	Wonder Years
36	▼	13.6/24	N	Carol & Company
36	▲	13.6/23	A	Going Places
36	▼	13.6/21	N	Night Court
39	▼	13.5/20	A	Davis Rules
39		13.5/21	N	Fresh Prince Of Bel Air
41	▲	13.3/21	C	Evening Shade
42		12.8/20	A	Movie: Morning Star, Pt.2
42		12.8/21	C	Cher
44	▼	12.7/21	C	Knots Landing
45		12.3/19	A	MacGyver
46		12.2/18	N	Blossom
47		12.1/21	C	Sea Of Love
47		12.1/19	C	Jake And The Fatman
49	▼	11.7/17	F	Married...With Children
50	▼	11.6/22	N	Dear John
51	▼	11.4/19	C	Dallas
51	▲	11.4/20	N	Law And Order
53	▼	11.2/17	F	In Living Color
53	▲	11.2/19	A	thirtysomething
55	▼	10.5/16	A	Father Dowling
55	▼	10.5/17	N	Seinfeld
57	▼	10.4/18	N	Fanelli Boys
58	▼	10.2/18	N	Amen
58	▲	10.2/17	A	Primetime Live
60		9.9/17	N	L.A. Law Spec.
61	▼	9.8/15	F	Babes
61	▲	9.8/17	C	Movie:Dirty Dancing
63	▼	9.7/16	A	Life Goes On
64	▼	9.6/15	C	48 Hours
65	▼	9.3/17	A	Young Riders
66	▼	9.2/16	C	Guns Of Paradise
66		9.2/16	C	Top Cops Spec.
68	▼	8.3/14	N	Dark Shadows
69	▼	8.1/12	F	Get A Life
69	▼	8.1/13	C	Good Sports
71	▼	7.9/12	C	Top Cops
72	▼	7.7/12	C	Flash
72		7.7/14	C	Sons & Daughters
74		7.6/12	A	Fantasies
75		7.4/13	N	Super Bloopers & Jokes
76	▼	7.3/14	N	Midnight Caller
77		7.2/11	F	Tot. Hidden Video Spec.
78	▲	6.9/12	F	America's Most Wanted
78	▼	6.9/11	F	Beverly Hills, 90210
80	▼	6.8/11	F	Parker Lewis
81	▲	6.6/11	F	True Colors
82	▼	6.5/10	N	Exposé
83	▼	5.8/10	F	Cops 2
84	▼	5.7/10	F	Cops
85	▼	5.5/10	F	Totally Hidden Video
85	▼	5.5/10	A	Twin Peaks
85		5.5/9	A	Under Cover
88	▼	5.4/10	C	Uncle Buck
89	▼	5.3/9	C	Lenny
90	▼	4.7/7	N	Real Life/J. Pauley
90	▼	4.7/8	N	Sunday Best
92		4.5/8	F	Parker Lewis Spec.
93	▼	3.9/6	F	Comic Strip Live
94	▼	3.6/6	F	Against The Law

CHANGING HANDS

PROPOSED STATION TRADES

By volume and number of sales

Last Week:

AM's □ **$3,654,539** □ **6**

FM's □ **$3,054,741** □ **8**

AM-FM's □ **$795,400** □ **3**

TV's □ **$7,383,000** □ **4**

Total □ **$14,887,680** □ **21**

Year to Date:

AM's □ **$7,851,539** □ **27**

FM's □ **$34,118,103** □ **36**

AM-FM's □ **$31,406,378** □ **26**

TV's □ **$80,468,000** □ **12**

Total □ **$153,844,020** □ **101**

For 1990 total see Jan. 7, 1991 BROADCASTING.

WFYR-FM Chicago □ Sold by Summit-Chicago to Major Broadcasting for $19 million. **Seller** is headed by James Wesley, Owen Weber and Adrian Cox, and also owns five AM and six FM stations in New York, Chicago, Baltimore, Dallas, Atlanta, Denver and Dayton, and cable systems in Georgia (including Atlanta) and North Carolina. **Buyer** is headed by Thad, John, Luke and Charles Allen, brothers, whose deal with Ragan Henry for WKSG(FM) Mt. Clemens, Mich., for $6.75 million ("Changing Hands" Jan. 14) did not go through. Allens have no other broadcast interests. WFYR has continuous soft hits format on 103.5 mhz with 4.3 kw and antenna 1,548 feet above average terrain. *Broker: H. B. LaRue Media Brokers.*

KPOM-TV Ft. Smith and KFAA(TV) Rogers, both Arkansas □ Sold by J.D.G. Television Inc. to Westark Broadcasting Ltd. for $4.383 million. Price includes $1.5 million cash at closing, $1.883 million seller term note at 10% and $1 million seller bridge note at 10%. **Seller** is headed by Duane Harm, and is 95% owned by Griffin Television Inc., licensee of KWTV(TV) Oklahoma City. **Buyer** is headed by G. Bradford Bulkley, who has 13.94% ownership in and is general partner of Communications Partners Ltd., which has interests in KFMX Radio Ltd. (99%), Cordell Publications Ltd. (24%), Civic Communications Corp. (2.6%) and Hoker Broadcasting Inc. (11.2%). KPOM is NBC affiliate on ch. 24 with 2,510 kw visual, 251 kw aural and antenna 1,040 feet above average terrain. KFAA is NBC affiliate on ch. 51 with 5,000 kw visual, 500 kw aural and antenna 932 feet above average terrain.

KLJB-TV Davenport, Iowa □ Sold by Davenport Communications Ltd., debtor in possession, to A & H Footwear Inc. for $3 million cash at closing. In addition, buyer shall assume, pay, discharge and perform all obligations and liabilities of seller. **Seller** is headed by Gary Brandt, Richard Greenblatt, Kathleen N. DeBoeuf, Lee Hanna and Edward Hanna. Lee Hanna has 5% interest in licensee of KSAS-TV Wichita, Kan., and permittee of KAAS-TV Salina, Kan. Edward Hanna is 1% shareholder of Pueblo Television Corp. and through tv/USA Pueblo Ltd. is permittee of KPCA(TV) Pueblo, Colo. **Buyer** is headed by Allan Greenblatt (50%) and Herbert Somekh (50%), and presently are limited partners of assignor. KLJB is Fox affiliate on ch. 18 with 3000 kw visual, 300 kw aural and antenna 1,010 feet above average terrain.

WALI(AM)-WROG(FM) Cumberland, Md. □ Sold by Tschudy Communications Corp. to James P. O'Leary for $1.8 million. **Seller** is headed by Earl Judy Jr., who owns WBRE(AM)-WEYQ(FM) Marietta, Ohio; WSKG(FM) Buffalo Gap, Va.; WMQC(FM) Westover, W.V., and WCRO(AM) Johnstown, Pa. (sold pending FCC approval). **Buyer** heads Laurel Broadcasting Inc., licensee of WISL(AM) Shamokin, Pa. WALI is fulltimer with oldies format on 1230 khz and 1 kw. *Broker: Cecil L. Richards Inc.*

WRQR(FM) Farmville, N.C. □ Sold by WRQR Inc. to Hardy Broadcasting Inc. for $1.05 million. Price includes $150,000 cash at closing and $900,000 assumption of seller's liabilities. **Seller** is headed by Sam Floyd and Ronald L. Stone, and have 20% interest in WFAI(AM) Fayetteville, N.C.; 25% interest in WASC(AM) Spartanburg, S.C.; 33.3% interest in WAAJ(AM) Huntsville, Ala., and 50% interest in WSJC(AM) Magee, Miss. **Buyer** is headed by H. Steve Hardy (50%) and Steven I. Cohen (50%), and has no other broadcast interests. WRQR has adult contemporary format on 94.3 mhz with 1.95 kw and antenna 407 feet above average terrain.

WBUX(AM) Doylestown, Pa. □ Sold by Central Bucks Broadcasting Co. to Network Broadcasting Corp. for $1 million. Price includes $425,000 cash at closing, $100,000 escrow deposit and $475,000 payable in three equal annual installments

Continues on page 57.

CLOSED!

KXXX-FM, San Francisco, California from **Emmis Broadcasting Corporation** to **Peter Bedford** for **$18,500,000.**

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■ **KFNA(AM) El Paso, TX** (BAL901127EA; 1060 khz; 10 kw-D)—Granted app. of assignment of license from Norman Fischer & Associates to K-Fina Results Inc. for $100,000. Seller is bankruptcy trustee, and have no other broadcast interests. Buyer is headed by Robert Coral (40%), Armando de Leon Jr. (40%), Aida Manges de Otanez (10%) and Enriqueta Gomez (10%), and have no other broadcast interests. Action Feb. 4.

■ **KRGE(AM) Weslaco, TX** (BAL901113EC; 5 kw-U)—Granted app. of assignment of license from Sunbelt Radio Group Inc. to Christian Ministries of the Valley for $300,000. Seller is headed by Richard N. Lea, Dain Schult, Martin T. Gatins and Jo Ann Waddell, and is licensee of KRRG(FM) Laredo, TX. Buyer is headed by Elias Garza, Eli Garza, Enrique Garza and Andrea Garza, and have no other broadcast interests. Action Jan. 31.

NEW STATIONS

Actions

■ **Lindsay, CA** (BPH880504ME)—Granted app. of Lindsay Broadcasting for 103.3 mhz; .528 kw H&V; ant. 751 ft. Address: 12550 Brookhurst St., Ste A, Garden Grove, CA 92640. Principal is headed by Linda Ware and has no other broadcast interests. Action Jan. 28.

■ **Belle Plaine, IA** (BPH890526ME)—Returned app. of Robert M. Mason for 95.7 mhz; 3 kw; ant. 328 ft. Address: 1943 Greenview, Northbrook, IL 60062. Principal is 100% stockholder of CP (BPH870819NE) at Mt. Morris, IL, and is individual applicant of CP (BPH880229MD) at Charlestown, IL. Action Jan. 23.

■ **Mansfield, PA** (BPH900116MW)—Granted app. of Jennifer Lamb for 92.3 mhz; .417 kw; ant. 866 ft. Address: 5252 Salisbury Dr., Newark, CA 94560. Principal has no other broadcast interests. Action Jan. 30.

■ **Socastee, SC** (BPH871231ND)—Granted app. of Puritan Radiocasting Co. for 99.5 mhz; 3 kw H&V; ant. 328 ft. Address: 11560 Rolling Green Court, Reston, VA 22091. Principal is headed by Dorothy P. Rackley and Ronald D. Rackley, and has no other broadcast interests. Action Jan. 30.

■ **Palacios, TX** (BPH860422MF)—Dismissed app. of Bay Broadcasting Ltd. for 100.7 mhz; 3 kw H&V; ant. 984 ft. Address: Hwy 35 East, Bay City, TX 77414. Principal is headed by Oak Creek Communications and Brenda Clark, and has no other broadcast interests. Action Jan. 22.

■ **Salt Lake City** (BPED901105MJ)—Granted app. of Salt Lake Baptist Academy for 88.3 mhz; .5 kw; ant. -1,187 ft. Address: P.O. Box 20555 West Valley City, UT 84120. Principal is headed by Rev. Marshall Warneke, Eric Martinez, Scott Arrington and Ron Escudero, and has no other broadcast interests. Action Jan. 29.

FACILITIES CHANGES

Applications

AM's

■ **Orange, CA** KSRT(AM) 830 khz—Jan. 29 application for mod. of CP (BP810209AK) to make changes in antenna system.

■ **Graham, NC** WSML(AM) 1190 khz—Jan. 30 application for mod. of CP (BP850905MD) to augment nighttime standard pattern.

FM's

■ **Wrightsville, AR** (no call letters) 107.7 mhz—Jan. 25 application for mod. of CP (BPH871109ME) to change ERP: 2.7 kw H&V; change ant.: 489 ft.

■ **Burney, CA** (no call letters) 89.7 mhz—Jan. 25 petition for reconsideration of grant is denied.

■ **Julian, CA** KBNN(FM) 100.1 mhz—Jan. 24 application for mod. of CP (BPH850710MC) to change ERP: .048 kw H&V; change ant.: 2,221 ft.; TL: 23690 Volcan Rd., Julian, CA.

■ **Temecula, CA** KRTM(FM) 88.9 mhz—Jan. 25 application for mod. of CP (BPED900223MA) to change ERP: 1.15 kw H&V; change ant.: 453 ft.; TL: 30025 Front St., Temecula, CA 92390.

■ **Grand Junction, CO** KPRN(FM) 89.5 mhz—Jan. 22 application for mod. of CP (BPED880920IH) to change ERP: 50 kw H&V.

■ **Holmes Beach, FL** (no call letters) 98.7 mhz—Jan. 25 application for mod. of CP (BPH861208MW as mod.) to change ERP: 23 kw H&V; ant.: 328 ft.; TL: PN Pine Key just W of Florida State Rte 693, FL; change to class C3 (per docket #89-424).

■ **Savannah, GA** WEAS-FM 93.1 mhz.—Jan. 18 application to change ERP: 81.3 kw H&V; ant.: 981 ft.; TL: approx. 7 km NW of I-95, Hwy 204, Chatham county, GA.

■ **Chicago** (no call letters) 88.3 mhz—Jan. 29 application for mod. of CP (BPED880324MA) to change ERP: 15 kw H&V; ant.: 128 ft.; TL: 10044 S Central Park, Chicago.

■ **Indianapolis** WAJC(FM) 104.5 mhz—Jan. 24 application for CP to change ERP: 50 kw H&V; ant.: 492 ft.; TL: 2.3 km NW of intersection of N Meridian and E 38th St., Butler University Campus, Indianapolis.

■ **Ogden, KS** KQLA(FM) 103.9 mhz—Jan. 17 application for CP to change freq: 103.5 mhz; change ERP: 50 kw H&V; change ant.: 305 ft.; class: C2 (per docket #90-16).

■ **Coushatta, LA** KSBH(FM) 92.3 mhz—Jan. 18 application for mod. of CP (BPH880415ME) to change freq: 94.9 mhz; change ERP: 25 kw H&V; TL: located on Farm Rd., 1.1 km W of LA 485, 2.1 km SW of Powhattan, Natchitoches Parish, LA; class: C3 (per docket #89-447).

■ **Fairfield, ME** WEZO(FM) 93.3 mhz—Jan. 16 application for mod. of CP (BPH881011ME) to change ERP: 13.5 kw H&V; ant.: 440 ft.; TL: RFD 3 Box 5860 Skowhegan, ME.

■ **Dewitt, MI** WQHH(FM) 96.5 mhz—Jan. 28 application for mod. of CP (BPH870914MR as mod.) to change TL: .8 kw SW of the intersection of Cutler Rd. and Francis Rd.

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

SERVICE	ON AIR	CP's [1]	TOTAL [2]
Commercial AM	4,984	242	5,226
Commercial FM	4,372	929	5,301
Educational FM	1,438	298	1,736
Total Radio	10,794	1,469	12,263
Commercial VHF TV	552	18	570
Commercial UHF TV	563	184	747
Educational VHF TV	125	3	128
Educational UHF TV	229	16	245
■ Total TV	1,469	221	1,690
VHF LPTV	185	165	350
UHF LPTV	594	1,056	1,650
■ Total LPTV	779	1,221	2,000
FM translators	1,863	318	2,181
VHF translators	2,714	97	2,811
UHF translators	2,248	382	2,630

CABLE

Total subscribers	53,900,000
Homes passed	71,300,000
Total systems	10,823
Household penetration†	58.6%
Pay cable penetration	29.2%

[1] Includes off-air licenses. † Penetration percentages are of TV household universe of 92.1 million. [2] Construction permit. [3] Instructional TV fixed service. [4] Studio-transmitter link. Source: Nielsen and Broadcasting's own research.